

UNIVERSITY OF LOWELL
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U. LOWELL FACULTY MEMBER INSTRUCTS ASIAN BUSINESSMEN
AT SINGAPORE CONFERENCE

LOWELL, MASS. - University of Lowell faculty member Stuart L. Mandell has been invited to Singapore this month, instructing Southeast Asian business executive on export marketing practices.

Mandell, Commonwealth Professor of Management at Lowell, developed the training program at the request of the International Trade Center, headquartered in Switzerland. Forty industrialists will participate, representing Malaysia, Indonesia, Philippines, Singapore, Thailand, and the Association of Southeast Asian Nations (ASEAN).

Professor Mandell, affiliated with Lowell for 30 years, has been involved in international training programs as an educational and management consultant for several years. Additionally, the Haverhill resident is an officer of the International Business Council and contributing editor to "Marketing News." He is a faculty member in the University College of Management Science.

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